



**PAM SLATER-PRICE**  
 SUPERVISOR, THIRD DISTRICT  
 SAN DIEGO COUNTY BOARD OF SUPERVISORS

COUNTY OF SAN DIEGO  
 BOARD OF SUPERVISORS

14

2006 SEP 19 AM 11:50

THOMAS J. HARRIS  
 CLERK OF THE BOARD

*Serving the communities of ...  
 Cardiff  
 Carmel Mountain  
 Carmel Valley  
 Del Mar  
 Del Mar Heights  
 Del Mar Mesa  
 Encinitas  
 Escondido  
 La Jolla  
 Leucadia  
 Mira Mesa  
 Navajo  
 Olivenhain  
 Pacific Beach  
 Rancho Bernardo  
 Rancho Penasquitos  
 Sabre Springs  
 San Carlos  
 Scripps Ranch  
 Solana Beach  
 Tierrasanta  
 Torrey Hills  
 Torrey Pines*

**DATE:** September 26, 2006  
**TO:** Board of Supervisors  
**SUBJECT:** Acceptance of gift and request for approval of official out-of-country business

**SUMMARY:**

**Overview:**

A non-profit, public benefit organization, Mainly Mozart, has invited the San Diego County Board of Supervisors to designate a representative of the County to accompany representatives of Mainly Mozart on a fact-finding exchange to Austria October 4 to October 16, 2006. This includes two travel days.

The purpose of the exchange is to gather information, make contacts, establish musician referrals, spur ideas and improve business and government relations between San Diego and Austrian arts promoters and musicians to help to expand and improve future San Diego Mainly Mozart Festivals. The exchange is at the invitation of the Austrian Tourist Office. Meetings include discussions and interchange with the leaders of the primary arts and culture organizations of Salzburg, Vienna and Prague, and meetings with the tourist bureaus of both Salzburg and Vienna. The Austrian Tourist Office is expected to arrange a presentation by the Salzburg Music Festival organization, including government contacts.

This fact-finding exchange is at no cost to the county. STS International Tours, a professional group travel planning service, has awarded Mainly Mozart two complementary tickets, covering the Executive Director of Mainly Mozart and a representative of the County. The approximate cost to Mainly Mozart for processing and other incidentals is about/ or less than \$350.00.

**Recommendations:**

1. Accept a voucher valued at \$6,000.00 from Mainly Mozart for the purpose of covering travel costs and other incidentals for one County representative to attend the exchange to Austria at the invitation of the Austrian Tourist Office. The purpose is to explore opportunities for further enhancement and expansion of future San Diego Mainly Mozart Festivals. This exchange will ultimately assist Mainly Mozart and supporters to promote tourism and economic enhancement and enhance communication and 'Branding' between San Diego's arts festival and

Austria's arts festival.

2. Designate Supervisor Pam Slater-Price as the County representative to join representatives of Mainly Mozart, other arts organizations, and business leaders on this arts and business exchange.

**BACKGROUND:**

In a February 3, 2005 State of the County address, Supervisor Pam Slater-Price proposed the idea of holding a region-wide, year-long celebration in 2006 of Wolfgang Amadeus Mozart's 250<sup>th</sup> Birthday to promote arts, culture and tourism and enhance economic growth in the region. Supervisor Pam Slater-Price was subsequently named Chairwoman of the Mozart 2006 Celebration Steering Committee. Planning for the year-long festival began at meetings held September 14 and September 15, 2005 at the County building.

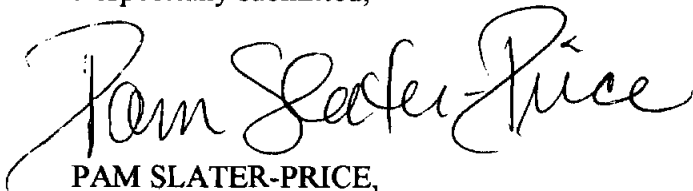
A kickoff was held on October 17, 2005 at the Lyceum Theater in Horton Plaza. Steering Committee members Jessie Knight and Reint Reinders attended. Peter Katz and the Honorable Mayor of Tijuana Jorge Hank Rhon presided.

The Mozart 2006 Celebration was the first of its kind in San Diego County. Festivities opened January 1, 2006 with a Salute to Vienna at Copley Symphony Hall. The festival then featured a year-long calendar of events kicked off in January 2006, and continuing through December 2006. During 12-months of music and festivities, events continue to be held all over San Diego County and across the border in Baja California. The year-long celebration included a MozartFest, a successful open-air music festival held June 3<sup>rd</sup>. on County Administration Center grounds and corresponding activities in the community of Little Italy.

Mozart 2006 Celebration has included world premieres, free lunch-time events, Mozart concerts at schools throughout the region, outdoor concerts free to the public, black-tie galas, street fairs and other educational outreach for local children.

Sixty-four arts and educational organizations joined Mainly Mozart in performing during the festival. The event is supported by the San Diego Chamber of Commerce and the Little Italy Association, among others. This board letter requests that the Board accept this travel gift for the exchange from Mainly Mozart and designate Supervisor Pam Slater-Price as the official representative of the County of San Diego.

Respectfully submitted,



PAM SLATER-PRICE,  
Supervisor Pam Slater-Price,  
Third District

BOARD OF SUPERVISORS  
AGENDA ITEM  
INFORMATION SHEET

**SUBJECT: Acceptance of gift and request for approval of official out-of-country business (District 3).**

SUPV. DIST.: Three

COUNTY COUNSEL APPROVAL: Form and Legality ( ) Yes (X) N/A  
( ) Standard Form ( ) Ordinance ( ) Resolution  
Review Board Letter Only: [ ] Yes [ ] No

CHIEF FINANCIAL OFFICER REVIEW: ( ) Yes (X) No  
3 VOTES: ( ) Yes (X) No

DEPARTMENT OF HUMAN RESOURCES [ ] Yes [X] No

CONTRACT REVIEW PANEL: ( ) Approved (X) N/A

PREVIOUS RELEVANT BOARD ACTION: N/A

BOARD POLICIES APPLICABLE: N/A

CITIZEN COMMITTEE STATEMENT: N/A

CONCURRENCES: N/A

ORIGINATING DEPARTMENT: District 3

CONTACT PERSON: John C. Weil, 531-5533 MS A500

DEPARTMENT AUTHORIZED REPRESENTATIVE

MEETING DATE

# Mainly Mozart

David Atherton, Artistic Director  
Nancy Laturno Bojanic, Executive Director

14

September 13, 2006

Board of Supervisors  
County of San Diego  
1600 Pacific Coast Highway, Room 335  
San Diego, CA 92101

Dear Members of the Board of Supervisors:

At the invitation of the Austrian Tourist Office, Mainly Mozart, a public benefit non-profit, has organized an arts/culture exchange to Austria from October 4<sup>th</sup> to October 16<sup>th</sup>, 2006 for the purpose of facilitating arts and cultural exchange, and for promoting, enhancing and expanding future San Diego Mainly Mozart Festivals.

The focus of the arts and culture exchange is to develop discussions/interchange with leaders of the primary arts and culture organizations of Salzburg, Vienna, and Prague. This exchange of ideas and information will help to improve and expand future San Diego Mainly Mozart Festivals, and ultimately assist us in increasing tourism and attendance of events held during future San Diego Mainly Mozart Festivals.

Meetings will be held with tourist bureaus of Salzburg and Vienna. The Austrian Tourist Office is helping to arrange a presentation by organizers of the renowned Salzburg Music Festival, including government contacts. We expect a full itinerary prior to the exchange.

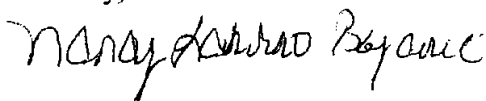
The exchange is important to develop even more creative ideas, and the of expansion ideas for future San Diego Mainly Mozart Festivals. Additionally, the participation of a leading government official with an understanding of arts and culture and the promotion of tourism can open doors to high-level, valuable contacts that can facilitate arts and culture, and economic exchange.

This arts and culture exchange is at no cost to the county. STS International Tours, a professional group travel planning service, has awarded Mainly Mozart two complementary tickets. One voucher will be used by the Executive Director of Mainly Mozart. The other voucher is being made available by us to an appointed representative of the County of San Diego.

Therefore, I respectfully request that the Board of Supervisors appoint a representative to participate on this exchange.

Thank you for your consideration of this proposal.

Sincerely,



Nancy Laturno Bojanic  
Executive Director,  
Mainly Mozart